

**ADMINISTRATIVE POLICY ON STANDARDIZATION OF STATE
STATIONERY AND BUSINESS CARDS**

January 10, 2008

Introduction

The Office of the Governor, along with the state Department of Printing has sought to standardize, through administrative policy, state stationery and business cards used by agencies, boards and commissions in the executive branch of Washington state government. The major goals of these standards are to convey a unified image, minimize confusion of citizens as to the source of the correspondence and minimize the cost associated with production of these high-volume items.

This document updates the stationery and business card standardization policy in effect prior to the date of this document.

Scope

This policy addresses state stationery (letterhead and envelopes) and business cards that are printed for use by executive branch agencies, boards and commissions that report directly to the Governor. All orders for these products must be submitted directly to the Department of Printing. Other state executive branch agencies, boards and commissions, are encouraged to adopt these standards in the interest of minimizing cost.

Compliance/Exceptions

The Department of Printing will be responsible for monitoring compliance with these standards. Any request or suggestions for altering/improving the standard designs must be submitted to the Department of Printing. The Department of Printing will facilitate to improve standards and/or make decisions on requested exceptions.

Exceptions to these standards that have been previously approved by the Governor's Office will continue to be in effect. However, agencies that do not have an approved exception on file and do not currently conform to the standards, or who wish to deviate from the standards need to submit to the Department of Printing a request for exception. The request must include samples of the stationery that they are currently using or the proposed design, as well as justification for the exception to the standard.

Stationery Designs

The standard stationery designs will be printed with green ink on recycled, white paper stock approved by the Department of Printing. Design and paper stock options can be found at the Department of Printing website at www.prt.wa.gov. In the interest of cost

containment, paper with special watermarks will no longer be produced or used by the agencies, boards and commissions subject to this Administrative Policy. Each agency, board and commission affected by this policy is required to print and use only standard letterhead and envelopes for office correspondence. No individual's name is to be printed on any letterhead or memo paper. The address is to be printed with post office box and zip code + 4 zip code. The union label and recycled symbol shall appear on all stationery printed by the Department of Printing.

Business Cards

A standard format and color will be followed for business cards. Business cards will be printed in green ink on recycled paper stock approved by the Department of Printing. Design and paper stock options can be found at the Department of Printing website at www.prt.wa.gov. The union label and recycled symbol shall appear on all business cards printed by the Department of Printing. Business cards should be printed only for those employees who require them as an integral part of their responsibilities. Agency heads restrict the ordering of such cards accordingly.

Other Printed Materials

Agencies, boards and commissions that are affected by this policy may use other formats, colors, logos, etc. for other printed materials, including reports, pamphlets, posters, brochures, newsletters and other publications. They are advised to balance the effectiveness of these printed materials with cost considerations when selecting formats, colors and logos.

Implementation

This policy is effective immediately. Agencies, boards and commissions affected by this policy should consume existing stocks of any non-standard stationery and business cards before using standardized materials. All new stationery and business cards must conform to this policy, unless an exception has been approved by the Department of Printing.